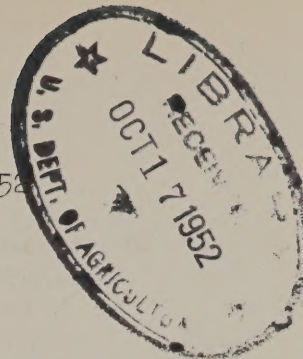


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MASS COMMUNICATIONS AND VISUAL AIDS

People get their information from many sources and through many channels. Among them are newspapers, radio, magazines, bulletins and other forms of what we call mass communication methods.

The county extension agent uses these mass methods regularly to strengthen his other face-to-face teaching methods.

He will keep the newspapers informed about what is going on among rural people in the county in adopting better farm and home practices. Many agents write weekly columns for the paper.

He will appear regularly on radio programs, usually inviting farm people to appear with him and tell about their experiences.

Both radio programs and newspaper stories will give accounts of new research developments and how they apply in the county; what people are doing to improve their situations; appearances of insects or plant and animal diseases in the county; situations on the markets; and so on.

In newspaper stories, radio programs, and in other methods, the agent gives recognition to the farm people who are successfully applying practices. The agent tries to keep in the background, because he knows that people will accept more quickly for their own use the ideas that their neighbors have already tried out.

The agent uses many printed bulletins which he gets from the land-grant college and the U. S. Department of Agriculture.

Visual aids are also important to him . . . such visual aids as motion pictures, film strips, photographs, slides, charts, exhibits, and the like.

Most of the newspaper stories, the radio programs, the visual aids, etc., he produces or arranges for himself. He has cameras, projectors, tape recorders for radio use, mimeographing equipment, and other facilities to help him.

But he also needs training in the use of mass methods and visual aids. And he needs already produced materials that he can choose for use locally.

It is one of the responsibilities of the State land-grant college and the U. S. Department of Agriculture to provide this training and the materials.



The training is done through extension schools, short courses, individual conferences, and the like. Instruction booklets are also prepared to help the agent to use visual aids, radio, and the like. Tip sheets are sent to him which give him ideas on the more effective use of these methods.

These things are done by the State extension service of the Land-Grant College, usually by the staff of the Agricultural College Editor.

They are also done cooperatively with the Agricultural College Editor by the Division of Extension Information of the Federal Extension Service in Washington, D. C.

So, the agent, then, gets good training in the use of mass methods and visual aids, and he gets such materials as motion pictures, bulletins, film strips, suggested cartoons for use in circular letters, and many other materials, information, services, and general guidance.

Relations between the Division of Extension Information in Washington, D. C., and the States are with the State agricultural college editor, rather than direct with the agents.

Primary responsibilities of the Division of Extension Information are to:

- Handle relations with the State agricultural college editor on matters relating to mass communications and visual aids.

- Provide the State editor with new developments in the agricultural program.

- Produce printed and visual materials for the use of State and Federal staffs.

- Handle for the Federal Extension Service public relations with press, radio, and other channels of communication to people.

When you visit the States, notice particularly the wide and varied use made of visual aids. Notice, too, the simple publications that are available . . . publications that are well illustrated, easy to read, and easy to understand. A special effort has been made to make bulletins appeal to and understandable by farm people, many of whom have had no more than 8 years of schooling..